

PHILIP MORRIS MANAGEMENT CORP. INTER-OFFICE CORRESPONDENCE

S (SDF) NE 120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Distribution FEB 6 1987 DATE: February 3, 1987

FROM: Samuel Gen S G

SUBJECT: The Society of Professional Journalists' Quill coverage of the tobacco ad ban issue

The December 1986 issue of the Quill (circulation 22,600), the publication of The Society of Professional Journalists, Sigma Delta Chi, carried a special 15-page section on the tobacco ad ban issue.

The issue published the viewpoints of four people.

Mike Moore, the Quill's editor, wrote an editorial favoring a ban on tobacco advertising (The Tobacco Shell Game).

Dr. Alan Blum, founder of DOC (Doctors Ought to Care), presented a lengthy article (The Great Tobacco Ad Ban Debate) outlining many of his anti-tobacco arguments favoring a ban. The purpose of his article was clearly threefold;

- to detail the anti-tobacco activist's arguments against cigarettes and for a ban on tobacco advertising
- to activate journalists to investigate the tobacco industry and to cover tobacco issues
- to encourage publishers to voluntarily ban tobacco advertising in their publications, as the quote below clearly spells out;

"Meanwhile, though, if the publisher of a newspaper or a magazine became convinced that the preponderance of scientific evidence proved beyond any reasonable doubt that tobacco products cause disease and premature death on a staggering scale, it wouldn't be difficult for him or for her to construct an ethical case for rejecting tobacco advertising -- on a voluntary basis."

Harris Rayl, editor and publisher of The Salina Journal (Salina, Kansas) wrote a short article (A Newspaper Kicks the Habit) on why his newspaper chose to voluntarily ban tobacco advertising. Rayl claims that there were no net negative results from the ban and encourages other newspapers to ban tobacco advertising as well.

Finally, Scott Ward, Professor of Marketing, Wharton School at the University of Pennsylvania, presents the tobacco industry defense that cigarette advertising is brand oriented and targeted to current smokers.

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The Quill also printed an excerpt from Horace Kronegay's testimony to the House Subcommittee on Health and the Environment. The quote discussed the industry's self-imposed advertising code that prohibits the depiction of sexual attraction, social prominence or physical stamina. This quote was juxtaposed next to popular advertisements for More, Salem, Vantage, Sterling and Ritz.

Attachments

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Doctor Alan Blum

Vocation: Medical Doctor, Editor of the New York State Journal of Medicine.

Born: Rockaway Beach, Queens.

REDACTED

Education: B.A. Amhearst, Amhearst, MA.
M.D., Emory University, Atlanta Ga, 1975

Experience: (In chronological order)
Internship, Royal Victoria Hospital, Montreal
Residency and teaching fellowship, University of Miami
Morris Fishbein Fellowship in Medical Journalism, JAMA.
Lecturer, Family Medicine, University of Illinois
Faculty, Department of Family Practice, Lutheran General Hospital, Park Ridge, Illinois
Editor, The Medical Journal of Australia
Editor, The New York State Journal of Medicine, 1983

REDACTED

Anti Industry Activities:

Introduced a 1979 AMA resolution that called for all members of the American Medical Association and the Association's Retirement Fund to sell all tobacco industry stocks.

Founded the organization known as DOC -- Doctors Ought to Care, a nationwide network of doctors against smoking.

Organized a picket line in front of the Metropolitan Museum of Art in New York to protest the sponsorship of the Vatican art show by Philip Morris Inc.

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